

## Message Text

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PAGE 01 STATE 156411

60

ORIGIN EA-14

INFO OCT-01 ADP-00 EB-11 COME-00 CIAE-00 INR-10 NSAE-00

PA-03 RSC-01 USIA-15 PRS-01 L-03 OPIC-12 TRSE-00 /071 R

DRAFTED BY EA/ROC:JWMOYLE:JW

8/8/73X21321

APPROVED BY EA/ROC:TBLEHA

----- 037867

R 081828Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY TAIPEI

LIMITED OFFICIAL USE STATE 156411

E.O.11652:N/A

TAGS: BPRO, TW

SUBJECT: POSSIBLE COLGATE-PALMOLIVE INVESTMENT

1. COLGATE-PALMOLIVE COMPANY REPS HAVE INFORMED DEPARTMENT THAT COMPANY IS CONSIDERING INVESTMENT ON TAIWAN IN TOOTH-PASTE, DETERGENTS AND POSSIBLY FIRST AID AREAS. PRIMARY INTEREST IS IN TOOTHPASTE FIELD. REPS REPORT THAT COLGATE-PALMOLIVE APPROACHES TO ROC IN PAST FOR PERMISSION TO MAKE THIS TYPE OF INVESTMENT HAVE BEEN REBUFFED DUE TO PRESSURE FROM LOCAL INDUSTRIALISTS ALREADY MANUFACTURING THESE PRODUCTS.

2. COLGATE-PALMOLIVE REPS REQUESTED EMBASSY ASSESSMENT OF CURRENT SITUATION -- WHETHER COMPANY WOULD LIKELY RECEIVE MORE FAVORABLE TREATMENT IF IT AGAIN APPLIED FOR PERMISSION TO INVEST ON TAIWAN FOR SALE IN LOCAL MARKET.

3. REPS ALSO INDICATED THAT COMPANY MIGHT REQUEST ASSISTANCE OF EMBASSY AT LATER DATE SHOULD COMPANY DECIDE TO REAPPLY FOR PERMISSION TO INVEST ON TAIWAN. ROGERS

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 08 AUG 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** golinofr  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1973STATE156411  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** JWMOYLE:JW  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1973/newtext/t19730850/aaaabkqa.tel  
**Line Count:** 51  
**Locator:** TEXT ON-LINE  
**Office:** ORIGIN EA  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 1  
**Previous Channel Indicators:**  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** golinofr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 30 JAN 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <30-Jan-2002 by martinjw>; APPROVED <28 FEB 2002 by golinofr>  
**Review Markings:**

Declassified/Released  
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**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** POSSIBLE COLGATE-PALMOLIVE INVESTMENT  
**TAGS:** BPRO, TW  
**To:** TAIPEI  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005